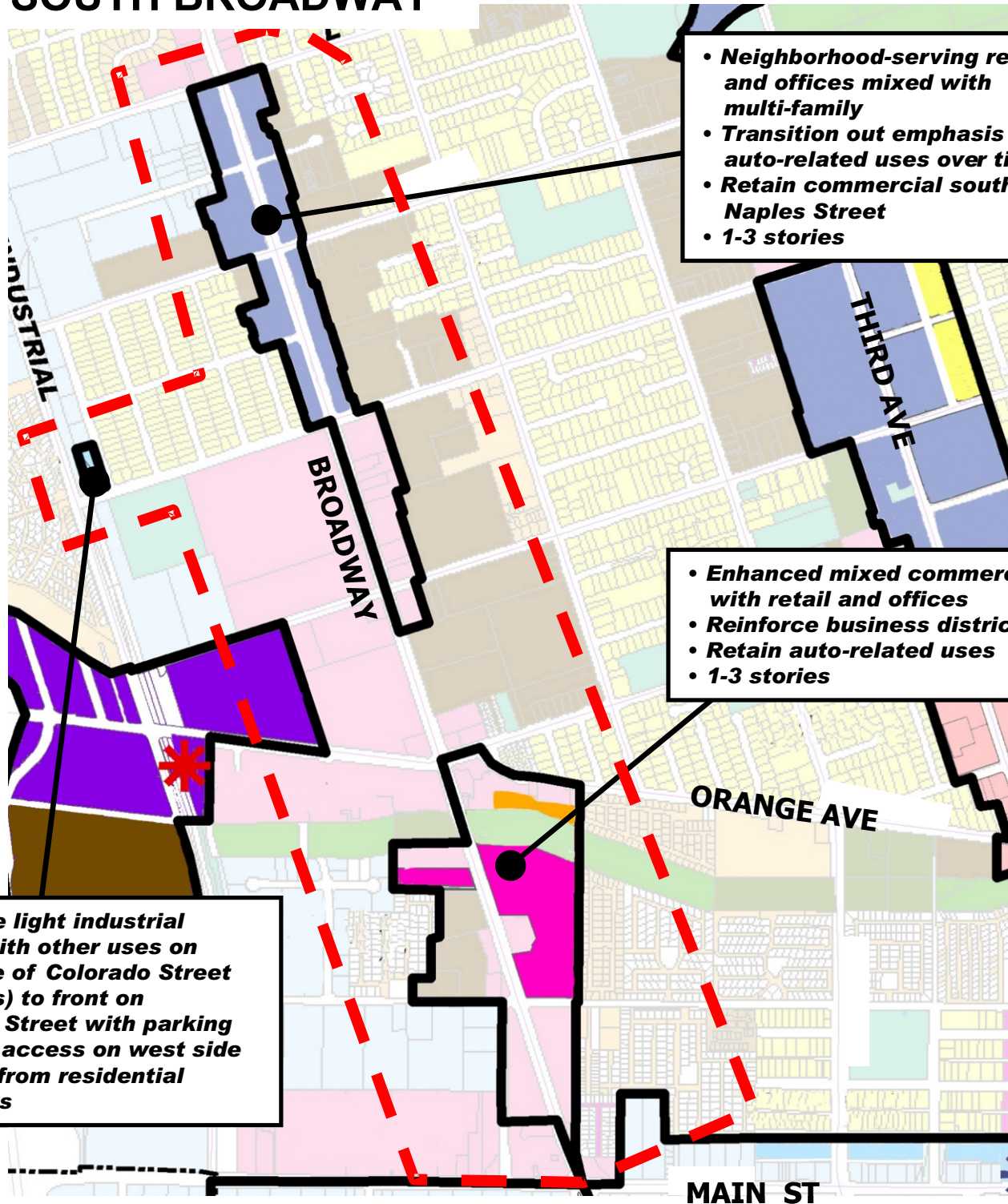


SOUTH BROADWAY



- **Neighborhood-serving retail and offices mixed with multi-family**
- **Transition out emphasis on auto-related uses over time**
- **Retain commercial south of Naples Street**
- **1-3 stories**

- **Enhanced mixed commercial with retail and offices**
- **Reinforce business district**
- **Retain auto-related uses**
- **1-3 stories**

- **Designate light industrial similar with other uses on west side of Colorado Street**
- **Building(s) to front on Colorado Street with parking and door access on west side buffered from residential**
- **1-3 stories**

CITY OF CHULA VISTA SOUTHWEST GPU STEERING COMMITTEE RECOMMENDED ALTERNATIVE

LEGEND

RESIDENTIAL

- LOW
- LOW MEDIUM
- LMV LOW MEDIUM VILLAGE
- MEDIUM
- MEDIUM HIGH
- HIGH
- URBAN CORE

COMMERCIAL

- RETAIL
- VISITOR
- PROFESSIONAL & OFFICE

MIXED USE

- MIXED USE COMMERCIAL
- MIXED USE (OFFICE, RETAIL & MULTI-FAMILY)
- MIXED USE TRANSIT FOCUS AREA (TFA)

INDUSTRIAL

- LIMITED INDUSTRIAL
- RESEARCH INDUSTRIAL
- GENERAL INDUSTRIAL

PUBLIC, QUASI PUBLIC & OPEN SPACE

- PUBLIC & QUASI PUBLIC
- PARKS & RECREATION
- OPEN SPACE PRESERVE
- OPEN SPACE RECREATION
- OPEN SPACE
- PROPOSED FREEWAY COVER
- WATER

SPECIAL PLAN AREA

- RES RESORT
- SCC SPECIALTY CONFERENCE CENTER
- VC VILLAGE CORE
- EUC EASTERN URBAN CENTER
- BAYFRONT PLANNING AREA

TRANSIT STATION

- * EXISTING
- * PROPOSED

JUNE 1, 2004